

LEO BURNETT COMPANY, *Int.*

Ad No. 315—Reg. No. 77091—Buddy/Girl Walking—4 $\frac{5}{16}$ x 6 $\frac{1}{2}$ in.—Page—4 color—TV Guide, June 5, 1971 (A)
Printed in U.S.A.

Multifilter:

A low-tar cigarette with a tobacconist's kind of flavor.



Consider it.

Regular 15 mg "tar" 1.0 mg nicotine—Menthol 12 mg "tar", 0.9 mg nicotine av. per cigarette (FTC Report No. 7)

